

RAISE YOUR GAME

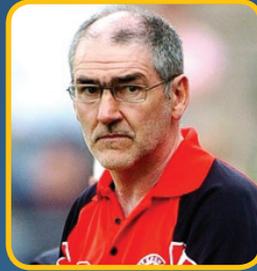
Management & Leadership Lessons from Sport



RICHARD DUNWOODY MBE
Champion Jockey



JANET GRAY MBE
World Champion
Water Skier



MICKEY HARTE
Tyrone GAA Coach,
All Ireland Winner



JONATHAN GREGORY
Commercial Director,
Wembley Stadium



ADI BIRRELL
Ireland Cricket Coach
World Cup 2007

Wednesday 26 May 2010
8.00am—2.00pm
The 3G Arena
University of Ulster, Jordanstown

TICKETS ONLY

£55 + VAT

Ticket Price includes
Light Breakfast & Lunch

Event hosted by BBC's **Mark Simpson**

Book your place at www.podiem.com/RaiseYourGame

EVENT PARTNERS:



EVENT PROUD TO SUPPORT:



Sponsor slots available upon request

THE RAISE YOUR GAME CONFERENCE

By attending this Conference you will:

- Be inspired and motivated by our line-up of speakers and their lessons for success
- Gain practical insights that will help you and your organisation
- Hear real-life stories from sporting heroes
- Build your management & leadership skills and those of your employees
- Network, build relationships and do business with other managers and organisations
- Find out what support is out there for you and your firm
- Gain an understanding of the opportunities that exist within sport and London 2012
- Get the sleeves rolled up and participate in our interactive sporting exhibitions!

PROGRAMME

The provisional programme for the day is as follows:

8.00am	Registration, Light Breakfast, Networking & Exhibition
9.00am	Welcome & Opening Address
	Richard Dunwoody MBE
	Q&A Session
	Adi Birrell
10.25am	Coffee Break, Networking, & Exhibition
11.00am	Jonathan Gregory
	Janet Gray MBE
	Q&A Session
	Sponsor Address
	Mickey Harte
	Q&A Session
	Closing Remarks
12.45pm	Light Lunch, Networking & Exhibition
1.45pm	Event Close

REGISTRATION

Individual tickets are priced at **£65+vat** (€76.38)

Group packages of 10 tickets are priced at **£600+vat** (€705)

You can book and make payment online at www.podiem.com/RaiseYourGame

Alternatively complete the registration form attached (in BLOCK CAPITALS) and return with full payment to: Podiem, Lismachan Courtyard, 378a Belmont Road, Belfast

SPEAKER PROFILES

RICHARD DUNWOODY MBE *Champion Jockey*



A native of Belfast, three times Champion jockey Richard Dunwoody is one of Britain's most successful jockeys winning the Big 3 races – the Grand National, the Champion Hurdle and the Cheltenham Gold Cup. He is best known for his partnership with the legendary Desert Orchid on whom he won seven races. Richard will discuss the driving ambition which led him to become a household favourite in racing circles at only 21 and the focus and determination which kept him at the forefront of National Hunt racing for 15 years and helped him complete his greatest ever achievement – reaching the South Pole. Richard will also share how he focused his mind to overcome the extreme sleep deprivation of walking 1000 miles in 1000 hours, and confronting the fear that he suffered when taking to the *Strictly Come Dancing* floor with Lilia Kopylova in front of 10 million viewers.

ADI BIRELL *Irish Cricket Coach, World Cup 2007*



Originally from South Africa Adrian Birrell arrived in Ireland in April 2002 as National Cricket Coach. Under his leadership Ireland's cricket fortunes started to change beating Zimbabwe, Kenya and the West Indies to qualify for the 2007 World Cup. Ireland's performance at the World Cup Finals caught the imagination of the cricket world when they tied with Zimbabwe and beat Pakistan on St Patrick's Day! This elevated Ireland into the super 8 stage of the competition, which has been described by commentators as the biggest upset in World Cup history. Ireland went on to defeat Bangladesh to gain a top 10 World ranking for one day cricket. Drawing on this experience Adrian has delivered motivational talks for the likes of Microsoft, Bank of Ireland and Pfizer. He will share his views on the fundamentals of successful leadership.

JONATHAN GREGORY *Commercial Director, Wembley Stadium*



Jonathan joined Wembley Stadium from Puma, where he was Head of Sports Marketing. Prior to this he held a variety of Sales, Marketing, PR and Sponsorship roles within Walkers, PepsiCo and Coca Cola. Jonathan now oversees the Marketing, Commercial and PR aspects of one of the world's most iconic sporting venues. Within this role he has been responsible for deals with partners such as Umbro, Carlsberg and Microsoft. Jonathan was involved in London's 2012 bid and is playing a prominent role in England's 2018 FIFA World Cup host bid. We are thrilled that Jonathan has agreed to share his insights and experiences on Sport, Commerce and the 'Power of Partnerships'.

JANET GRAY MBE *World Champion Water Skier*



At the age of 21, Janet Gray lost her sight. She had to adjust to the terrifying existence of a world of complete blackness and for the longest time it was battle of strength and will. Until Janet discovered the world of water skiing and her life was dramatically transformed! By hard work, sheer determination and love of the sport Janet reached the pinnacle of disabled water skiing by becoming World Champion and World Record holder. In 2004 Janet almost lost her life in a 40mph training accident in Florida. To the astonishment of fans, family and experts Janet, once again, took victory at the 2007 World Disabled Water Ski Championships in Australia. More recently Janet coached BBC TV presenter Christine Bleakley as she successfully water-skied across the English Channel. We are delighted Janet has agreed to share her inspirational story.

MICKEY HARTE *Tyrone GAA Coach, All Ireland Winner*



The rise and rise of the Tyrone Gaelic Football team to the very top of the GAA pile over the last decade has been astounding, and it has been interwoven with the soaring fortunes of their charismatic manager, Mickey Harte. Having guided the Tyrone minors to All-Ireland success, Mickey Harte went on to become the most successful manager in Tyrone history by winning the All-Ireland senior title in 2003, 2005 and 2008. Mickey's approach to coaching transcends the playing field. He believes in an athlete-centred approach, where players take responsibility for their own performance and their role in the team. We are delighted Mickey had agreed to share his thoughts on what makes a great team, on or off the pitch.

REGISTRATION FORM

PERSONAL DETAILS

Title	First Name	Last Name
Position	Organisation	
Address		
		Postcode
Tel	Fax	Mobile
Email		

CONFERENCE REGISTRATION

- I would like to reserve **place(s)** for the Raise Your Game Conference at a cost of **£65+vat per delegate**.
- I would like to reserve a **group discount package** for the Raise Your Game Conference at **£600+vat**.

For purchases of **more than 10** please email kevin.kelly@podiem.com

NAME BADGE DETAILS

Your name badge will appear as your first name, last name and organisation as listed above, if you wish this to be any different please detail how you wish your name to appear below. If you are registering more than one person, please detail the names of all Conference attendees below.

Alternative Badge Name / Organisation	Alternative Badge Name / Organisation
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DIETARY / SPECIAL REQUIREMENTS

Please advise us if you have any dietary or special requirements

DIETARY / SPECIAL REQUIREMENTS

Full payment of the registration fee must accompany this form. It is possible to pay by BACS to:

Podiem Ltd, Barclays Bank, 17 Castle Place, Belfast, BT1 1EL Sort Code: 20-62-23 / Account Number: 93951618

Please select the option you wish to use: **Cheque** **BACS**

Credit card payments can be made online at www.podiem.com/RaiseYourGame

For all enquiries please contact Kevin Kelly on 07731 493170

TERMS & CONDITIONS

Once a booking is confirmed there is no refund on cancellations. Substitute participation will be accepted; subject to prior notification to the organisers, Podiem Ltd. The organiser reserves the right to alter any of the arrangement of this conference, including cancellation of the event, should unforeseen circumstances require such action. The organizers accept no responsibility for resulting costs and/or inconvenience to delegates. By registering for Raise Your Game, delegates give permission for their contact details to be used for official purposes. By booking you agree to the terms and conditions outlined above.